ABSENTIA PAPER

172 Corporate Behaviour and the Bhagavad Gita

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The objective of the paper is to enhance the notion of corporate behavior in the light of the perspectives offered by the Bhagavad Gita. The Corporate world has identified three primary types of behavior exhibited by individuals, namely, Aggressiveness, Submissiveness, and Assertiveness. According to the Bhagavad Gita, an individual is a combination of three gunas, namely, Sattva - representing knowledge and calmness, Rajas - representing activity and desire, and Tamas - representing laziness and ignorance. While the Corporate world emphasis is on inter-personal skills, the Bhagavad Gita emphasis is on intra-personal skills of individuals. The paper evolves a synthesized paradigm.

293 Maintenance Workload Optimization during the in-service Phase of Naval Ships

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Maintenance strategies of naval ships and equipment onboard play an important role in determining their effective life span and overall life-cycle cost. While several approaches could be considered for maintenance optimization this paper specifically focuses on reviewing the maintenance strategies and maintenance plans for maintenance workload optimization from a pragmatic perspective during the in-service phase of naval ships. The review takes into consideration the various types of maintenance strategies and approaches which would enable the delivery of adequate maintenance required to ensure the reliability of the asset through its life cycle.

454 Poverty Trap and Impact of MGNREGA - Study of a Few Key Areas

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The purpose of this paper is to examine the impact of MGNREGA on key areas like Economic and Livelihood Security, Minimum Wages, Distress Migration, Productive Community Assets and Participation of Women. The researcher reviewed official reports and academic papers on the impact of MGNREGA to extract information about the key areas and poverty levels overall. The study found that results are mixed with variations across regions and within states for all key parameters covered.

471 Tech-driven Tourism: Empowering Women Entrepreneurs in Women-focused Travel

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This paper explores how technology is transforming the tourism industry, particularly in empowering women entrepreneurs to lead women-focused travel experiences. By harnessing tools such as artificial intelligence, data analytics, and digital marketing, women-led travel agencies are creating personalized, safe, and inclusive travel options for women. These technologies allow for tailored itineraries, improved customer engagement, and enhanced safety features, addressing the unique needs of female travelers. The paper highlights successful case studies of women entrepreneurs in the tourism sector, showcasing how tech-driven innovations are fostering gender equality and reshaping the future of women-centric tourism.

478 Effects of Digitization on Society with Reference to Increase Usage of Technology

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The current coronavirus pandemic not only poses a large threat to the health of our population, but also has impacted our daily lives in a disorganized manner. Although most of the mainstream services are available through our accessibility to technology and internet, the constant isolation and loneliness has caused a silent uphill battle with emotional and mental health. This study will be observing the over-usage of internet as a current trend with a stark contrast of abrupt social changes that were caused by the pandemic.

481 AI-powered Recruitment: Transforming Talent Acquisition in the Hospitality Sector

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The integration of artificial intelligence is having a significant impact on talent management in various industries including hospitality. Recruitment a crucial aspect of the hospitality sector faces unique challenges such as high

turnover rates, seasonal employment fluctuations and the need for specialized customer service skills.AI-driven recruitment technologies are fundamentally changing how hotels and resorts identify attract and select candidates leading to a more efficient data-driven and inclusive recruitment process This article explores the effects of AI on talent acquisition in the hospitality industry emphasizing its ability to improve the recruitment, enhance candidate matching and reduce biases in hiring process

489 Enhancing Consumer Engagement in Indian E-commerce via Promotion Strategies

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In recent years, Indian consumer behavior has significantly evolved, largely due to the rise of e-commerce driven by broader internet access and smartphone use. In this competitive space, companies utilize various promotional strategies like discounts, coupons, and free services to attract customers, particularly in the large appliance segment. This paper investigates consumer perceptions of online sales promotions for consumer durables, based on a survey of 467 participants. Identifying five key attitudes—cost savings, quality, convenience, status, and variety—this study contributes to knowledge by recommending that e-commerce platforms focus on these factors to enhance customer engagement and loyalty.

530 Application of Logistic Regression Models in Marketing

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Emergence of data science and ML have transformed the way marketers today understand client behavior forecast trends and optimize marketing campaigns. Among numerous quantitative modelling techniques logistic regression has emerged as a highly valuable analytical approach for addressing modeling and discrimination challenges within the field of marketing. Using an open-source sample dataset from Kaggle this study builds a logistic regression model to train and test for a loyalty program with the objective of optimizing profitability along with market penetration. The study explains the use cases of logistic regression for providing control over targets measuring market response and optimizing market.

554 AI Driven Sustainable HRM - A Conceptual Framework

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Transition to Industry 5.0 necessitates the redesigning of HRM frameworks to adapt to the human-centric tech-revolutionized workforce dynamics, technological novelties, and organizational goals. This paper presents a Sustainable HRM framework with the integration of Artificial Intelligence. Drawing on the theory of HRM Institutional Entrepreneurship for sustainable organizations, this framework incorporates sustainability objectives of the firm, sustainable resource assessment and orchestration, re-institutionalization, and creating a culture of continuous learning and adaptation. This paper contributes to the theoretical discourse by aligning the Sustainable HRM framework with AI, and there is scope for further empirical research to validate its applicability and implications.

605 Tech-Flex for Good: Unleashing Fintech Dynamics in India's Social Entrepreneurship Journey towards SDG Excellence

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India's social entrepreneurship ecosystem is playing a crucial role in addressing the nation's developmental challenges and accelerating progress towards the Sustainable Development Goals (SDGs). However, these changemakers often face financial constraints that hinder their impact. This paper explores the potential of Tech-Flex, a flexible and inclusive approach to financial technology (fintech), to empower social entrepreneurs and unlock their full potential for achieving the SDGs in India.